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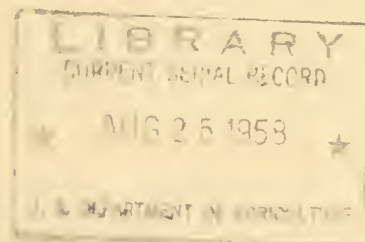


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**FEDERAL-GRANT RESEARCH**  
**at the**  
**STATE AGRICULTURAL**  
**EXPERIMENT STATIONS**



**Projects on**  
**ECONOMICS OF MARKETING**  
**Part 14, Section e**  
**Poultry and Poultry Products**

**Agricultural Research Service**  
**UNITED STATES DEPARTMENT OF AGRICULTURE**

Compiled June 1958 by

The State Experiment Stations Division, Agricultural Research Service, U.S. Department of Agriculture, Washington 25, D. C., for use of workers in agricultural research in the subject-matter areas presented. For information on specific research projects write to the Director of the Station where the research is being conducted.

Issued June 1958

FEDERAL-GRANT RESEARCH  
at the  
STATE AGRICULTURAL EXPERIMENT STATIONS

Projects on

ECONOMICS OF MARKETING

Section e: Poultry and Poultry Products

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## INTRODUCTION

This compilation is one of a series providing information on State agricultural experiment station research supported by Federal-grant funds appropriated annually by Congress under authorization of the Hatch Act of 1887, as amended and approved Aug. 11, 1955, and Section 204(b) of the Agricultural Marketing Act of 1946. It is prepared for use by research workers in the subject-matter areas presented. Only that part of each State's research program supported by Federal-grant moneys is included.

In addition to the Federal-grant moneys, the State experiment stations receive some Federal support through cooperative agreements or contracts with the U. S. Department of Agriculture. Information on such research, along with other departmental research, is available in the Central Project Office, Agricultural Research Service.

A substantial part of each State agricultural experiment station's research is supported with moneys appropriated by the respective State or Territorial Legislatures and through other forms of private and public financing. Information on current agricultural research at the stations which is not financed under the Federal-grant program or through USDA cooperation can be obtained from experiment station directors.

The information given in the series of Federal-grant compilations includes the title and objectives of each Federal-grant project pertaining to the subject given on the cover. The identification of each project gives the department(s) conducting the research, the station number of the project, and the number of the regional project if it is a contributing project.

Relevant regional projects, if any, appear at the end of each major subject group. States having projects contributing to regional projects are indicated. The Roman numeral (and capital letter) refer to the location in the summary of the contributing project title and objectives. The States are grouped into four major regions. These are designated NC-North Central, NE-Northeastern, S-Southern, and W-Western. The capital letter "M" following the letters for the region indicates regional marketing projects.





## MAJOR MARKETING FUNCTIONS AND TYPE OF STUDIES INCLUDED UNDER EACH

- A. Market Structure and Functional Operation  
Marketing channels; organization of markets; operating policies and buying and selling practices in handling, storing, and distribution; availability and needs for facilities and services at various stages in the marketing process; competitive structure of markets; integration in the marketing process; impacts of technological changes.
- B. Market Prices--Supply, Demand, Consumption, and Other Market Forces  
Elasticities of demand; demand schedules and changes in aggregate consumer demands; consumption trends; competitive position of different products; prices at different market levels--farm, wholesale, and retail--and their relationships; price differentiation and other pricing policies; quality premiums and discounts; how prices are determined.
- C. Consumer Preference, Acceptance, and Merchandising  
Forms and amounts of family purchases; methods of processing and preparation for acceptability; consumer preference and buying behavior; motivations underlying consumer practices in buying; product promotion and buying practices.
- D. Grades and Standards  
Economic implication to producers and consumers of quality groupings and standardization; consumer recognition of grades and qualities; economics of quality control and maintenance.
- E. Market Information  
Developing outlook and situation reports and forecasts; methods of improving statistical reports and news service releases on market receipts and movements, prices, stocks; ways of disseminating market information; kinds of market information needed and forms in which it is most useful; ability to use market information; methods of obtaining information; accuracy of information.
- F. Maintaining and Improving Quality--Costs and Returns  
Economic aspects of measures to preserve and control quality and avoid losses of quality of products; facilities for proper storage; grading and quality improvement programs.
- G. Costs, Margins, and Efficiency of Operation  
Mark-ups, spreads, and discounts; the composition of margins; operating costs and returns and their measurement; input-output relationships and economies of scale; design and operation of facilities and equipment; work methods and organization; factors affecting efficiency.



H. Transportation, Storage, and Interregional Competition

Transportation and storage rates and charges; effect of rate structure on movement of products; truck versus rail; transportation costs and storage as related to price and production patterns; influence of transportation cost upon scale of operation of processing plants; interstate trade barriers.

I. Cooperatives

Services rendered and charges made; efficiency of operations; membership relationships; methods of financing; internal management policies and practices; function and place in the marketing system.

J. Government Programs

Public regulation of markets, product quality, and trading practices; impacts of parity formulas, price supports, storage programs, surplus disposal, and special measures to increase consumption on particular commodities and the agricultural economy in general.

K. Utilization (Economics of)

Economic feasibility of processing and marketing new products or existing products in new forms and uses; competition between new and established products and between commodities of agricultural and those of nonagricultural origin; measuring potential demand for new or improved products and services; product development and market testing; economics of waste and byproduct utilization.





## POULTRY AND POULTRY MEAT

### Market Structure and Functional Operation

- Ga.      Marketing Turkeys in Georgia. To investigate improvements that may be made in the marketing practices and price reporting systems for facilitating establishment of prices which accurately reflect local supply and demand conditions.  
Agr. Econ. M-16 (SM-15) Coop. AMS
- La.      Economic Integration in Processing and Distributing Broilers and Other Poultry Meats. To (1) ascertain relations and integration status of broiler producers, processors, wholesalers, and retailers, studying at least three types of integration patterns relative to influence of integration on processing plant scale, assembly, buying and selling policies, outlets, and merchandising methods; (2) ascertain integration level in broiler processing industry and relation to stability of operations and prices, state of technology in plant operations, etc.; (3) find feasibility of greater or lesser integration in processing so as to achieve economies in processing broilers and in producing and distributing them; and (4) determine influence of integration in processing industry relative to economic disposal of hens from liquidated hatching.  
Agr. Econ., Poul. Indus. 813 (SM-15)
- Md.      Market Outlets and Methods of Marketing Chickens and Turkeys from Farm Flocks. To (1) study the nature and use of organizations and facilities for marketing of poultry from farm flocks; and (2) design methods of improving existing organizations, facilities, and practices.  
Agr. Econ. & Mktg. ES 500
- Mass.      Costs and Efficiency in Marketing Poultry. To determine (1) live poultry market outlets used by Massachusetts poultrymen in 1952 and 1953; (2) supply areas and marketing channels for buyers of live poultry in Massachusetts; and (3) marketing methods of poultry buyers and their margins in assembly, processing, and distribution.  
Econ. 126 (NEM-21)
- Mass.      The Relationship of Marketing Arrangements to the Structural Organization of the New England Broiler Industry. To (1) complete current work relative to marketing costs associated with differences in size of firm, system of assembly, distribution and plant processing and sanitation; and (2) determine for each of several systems of marketing the arrangements that will result in minimum total unit costs and optimum returns, consistent with the factor markets, to each of the enterprise groups or units in a system.  
Econ. 147 (NEM-21) Coop. AMS

Nebr.        Marketing Nebraska Chickens. To (1) furnish information on the agencies to whom Nebraska farmers sell chickens, quantity and quality of various classes sold, seasonality of sales, prices received; (2) analyze prices received through various agencies in comparison with costs of marketing; and (3) determine factors of success and failure in chicken marketing.  
Agr. Econ., Poul. Husb. 358

S. Dak.     The Development and Analysis of Improved Techniques for Marketing Poultry Products. To determine (1) characteristics of, services by, and practices of marketing agencies handling poultry products, and effect of practices on quality, losses, costs, and prices; (2) costs, margins and operational efficiency of marketing functions at various stages in market channel for poultry products; (3) adequacy variability, and reliability of grades, standards, prices and other market news and information; (4) demand and preferences for poultry products in fresh, frozen, pre-packed and other forms as are or may be distributed through various outlets; and (5) relationships of methods of marketing poultry products to farm production practices and to shifts in poultry production.  
Poul. Husb., Agr. Econ. 175 (NCM-14)

Market Prices--Supply, Demand,  
Consumption, and Other Market Forces

Ark.        A Study of Broiler Prices in Arkansas. To (1) test broiler price data for trends, cycles, seasonal patterns and short time variations; (2) compare prices paid in Arkansas to broiler prices in other areas; (3) examine relationship between broiler prices and other factors which may have a cause-effect relationship with broiler prices; and (4) learn possibility of making accurate price estimates useful to producers in making marketing decisions.  
Agr. Econ. & Rur. Sociol. 389

Storrs  
(Conn.)     Shifts in Supply and Demand for Broilers and Their Effect on Future Marketing Resource Requirements. To determine (1) production responses of broiler producers with special reference to impact of investment and technological change; (2) consumer demand and possible shifts in demand curve for broilers; and (3) size and location of firms necessary to market future supply.  
Agr. Econ. & Farm Mgt. 256 Coop. AMS



Storrs  
(Conn.)

The Short and Long-Run Changes in Demand for Poultry and Poultry Products as These Relate to Alternative Marketing Methods and to Marketing Costs. To (1) specify variables appearing to influence demand for poultry meat; (2) measure consumer responses to changes in variables specified above for U. S. and Northeast; (3) test reliability of variables as measured in (2); and (4) determine effects of shifts in income, other product prices, population, etc., on quantity of chicken consumed and producers' income in some future years.

Agr. Econ. & Farm Mgt. 266 (NEM-21)

Del.

The Daily Spread in Prices Among Broiler Flocks Sold on the Eastern Shore Poultry Growers' Exchange. To learn which of these factors are responsible for the fact that broiler flocks sell for different prices on each market day: day of week, time limit within which buyer must pick up birds, order of sale of flock in day's listings, identity of buyer, identity of seller, number of broilers to be sold today, number listed for sale tomorrow, age of flock, feather color of birds, size of flock, distance of flock from processor, weight and size distribution of birds, and quality of broilers.

Agr. Econ., Anim. & Poul. Indus. ES 428

Va.

Influence of the Time of the Year on Variations in the Market Supply and Price of Commercial Broilers in the Shenandoah Valley Area. To (1) determine whether significant variations in the market supply of commercial broilers are associated with the time of year the broilers are marketed; (2) determine whether significant seasonal variations occur in the cost of major items used in broiler production, and the relationship of these variations in costs to seasonal variations in the market supply of commercial broilers; (3) determine whether a significant pattern of seasonal variation is found in the farm price of commercial broilers; and (4) ascertain the relationship between the seasonal variation in the market supply of commercial broilers and the seasonal variation in the farm price of commercial broilers.

Agr. Econ. & Rur. Sociol. 86094

Consumer Preference, Acceptance,  
and Merchandising

Ala.

Retailing and Family Buying Practices as Related to the Marketing of Poultry Products. To study factors in poultry buying as: (1) family buying practices used; (2) influence of family characteristics, occupation, income, etc.; (3) kinds and sources of information used by family food buyers and its relation to purchase and use of poultry products; and (4) influence of store offerings and retail marketing services.

Agr. Econ., Home Econ. 561 (SM-13) (See also SM-13, Why Consumers Select Specified Foods, in Part 13, Section e)

- Ala.      Marketing Poultry Meats in Retail Food Stores in Non-metropolitan Areas. To (1) determine availability of poultry meats; (2) study current practices in merchandising poultry meats in retail food stores in nonmetropolitan areas; and (3) evaluate possibilities of developing new market outlets and increasing sales of poultry meats in nonmetropolitan areas.  
Agr. Econ. 568 (SM-15) Coop. AMS, Dept. of Commerce-Bur. Census
- Del.      The Effect of Various Merchandising Activities and Packaging Methods Upon the Demand and Consumption of Poultry Meat. To (1) assess quantitatively consumer reaction to various methods of increasing poultry meat sales and of packaging poultry meat; and (2) point out advantages and disadvantages of prepackaging fryers at processor, rather than retail, level.  
Agr. Econ., Anim. & Poul. Indus. 58 (NEM-21)
- Idaho      Poultry Products Available in Retail Stores in Idaho and Some Factors That Affect Their Availability, Quality, and Consumer Preference. To (1) study availability of various types and forms of market poultry and of various grades of eggs in retail stores; (2) survey facilities and methods used by retailers for maintaining quality of poultry and eggs; (3) check actual quality of poultry products in retail stores; (4) learn source of poultry products available in retail stores and retailers' reasons for selecting source; and (5) obtain from retailer information regarding consumer preference for various poultry products.  
Poul. Husb., Home Econ. 306
- Maine      Consumer Purchases and Acceptance of Poultry Products Under Various Merchandising Practices. To (1) study consumer responses to changes in price, quality, size, grade, package, displays, and services rendered by retailers; (2) evaluate extent to which grades and standards give consideration to factors which evoke consumer responses; and (3) identify and appraise practices retailers might use to increase consumer purchases and satisfaction.  
Agr. Econ. & Farm Mgt. 81 Coop. AMS
- Maine      Effect of Various Promotional Activities and Packaging Methods Upon the Cost of and Demand for Poultry Meat. To (1) assess quantitatively consumer reaction to various methods of promoting poultry meat and of packaging poultry meat; and (2) point out advantages and disadvantages of prepacking fryers at processor, rather than the retail, level.  
Agr. Econ. & Farm Mgt., Food Proc. 110 (NEM-21)



- Md.        Alternative Merchandising and Promotional Methods Affecting Demand for Poultry Meat. To (1) assess quantitatively consumer reaction to various promotional activities and packaging methods designed to increase consumption of poultry meat; and (2) determine feasibility of marketing poultry under different methods of handling and distribution (at dressing plant and retail store levels).  
Agr. Econ. & Mktg. A-26-am (NEM-21) Coop. AMS, FCS
- Mo.        Flavor Preferences Affecting Consumer Choice of Poultry Meats. To (1) test consumer acceptance and preference for (a) existing uncooked poultry meat products, (b) commercially cooked poultry meat products, and (c) various packaging techniques; and (2) measure impact on sales of results of 1(a), (b), and (c).  
Agr. Econ. 315
- Pa.        Merchandising Agricultural Products. -- A. Merchandising Poultry Products. To (1) determine concepts of want-satisfying attributes associated with variations in sales and consumption of poultry products; (2) measure effects of various methods of processing, packaging, and merchandising on sales; and (3) measure effects of different types of consumer education and advertising on sales.  
Agr. Econ. & Rur. Sociol. 1172-A
- P. R.       Consumer Purchases and Acceptance of Broilers Under Various Merchandising Practices. To find most acceptable ways of merchandising broilers so as to maximize sales.  
Agr. Econ. & Rur. Sociol. 98 (SM-15)
- S. C.       Marketing Poultry Meats in Retail Food Stores. To (1) determine availability of poultry meats in retail food stores; (2) determine current practices in merchandising poultry meats in retail food stores; and (3) evaluate possibilities of developing new market outlets and increasing sales of poultry meats.  
Agr. Econ. & Rur. Sociol. 78 (SM-15) Coop. AMS
- Tenn.       Evaluation of Consumer Acceptance of Broilers of Various Degree of Skin Pigmentation. To (1) study nature and extent of consumer acceptance of broilers of various degrees of skin pigmentation; and (2) analyze more important factors related to consumer acceptance of broilers of various degree of skin pigmentation, including family characteristics and type of packaging at the retail level.  
Agr. Econ. & Rur. Sociol., Poul. 166 (SM-15) Coop. AMS

Tex.        Consumer Preference and Motivations in Buying Poultry Products in Relation to Product Characteristics and Merchandising Methods. To (1) discover motivating factors influencing consumer preferences among the different kinds of poultry products, with respect to different characteristics of the product as skin color, and in relation to type of packaging at retail level; and (2) appraise effectiveness of merchandising methods in retail stores influencing consumers to buy poultry products.  
Agr. Econ. & Sociol., Poul. Sci. 1101 (SM-15)

Tex.        Consumer Buying Habits, Brand Preferences and Store Distribution of Poultry Products in Houston, Dallas, Austin, and Bryan-College Station. To determine poultry products available, consumer buying habits, and brand preferences for poultry products.  
Agr. Econ. & Sociol., Home Econ., Poul. Sci. TAES 1013, ES 371

Va.        Marketing Poultry Meats in Retail Food Stores in Non-metropolitan Areas. To (1) determine availability of poultry meats in retail food stores in nonurban area; (2) analyze current practices in merchandising poultry meats in retail food stores in nonurban areas; and (3) evaluate possibilities of developing new market outlets and increasing sales of poultry meats in nonurban areas.  
Agr. Econ. & Rur. Sociol., Poul. Husb., Home Econ., Stat. 86056 (SM-15)

Wash.      Consumer Purchases and Acceptance of Poultry Meat Under Various Merchandising Practices. To (1) evaluate present grading factors for pan-ready broilers in terms of consumer acceptability of cut-up broilers; (2) measure extent of consumer response to variations in qualities of poultry meat; and (3) learn effect of different merchandising practices in retail stores on volume of poultry meat sales.  
Agr. Econ., Home Econ., Poul. Sci. 1227, ES 309

Maintaining and Improving Quality--  
Costs and Returns

Del.        Quality Losses of Broilers in the Marketing Channels and Association Between Quality and Price. To (1) measure relation of processing techniques and marketing practices to quality losses (a) between farm and processing plants, (b) within processing plant, (c) between processor and wholesaler, (d) between wholesaler and retailer, and (e) within retail store; and (2) determine interrelation of quality and price at processor, wholesale, and retail levels.  
Agr. Econ., Anim. & Poul. Indus. 31-AE

- S. C.        The Effect of Season and Hormones on Market Grade and Returns from Chickens and Turkeys. To determine effects of (1) season of production on market grade and returns from broilers and turkeys; and (2) hormones on market grade and finish of broilers and turkeys at different seasons of year.  
Poul. Husb., Agr. Econ. & Rur. Sociol. 81 (SM-15)

Costs, Margins, and Efficiency of Operation

- Ark.        Effects of Financing Practices of Producers on Marketing of Broilers. To (1) determine present financing methods used by broiler producers as related to marketing operations; (2) appraise methods of financing used in terms of their effect on marketing of broilers; and (3) suggest possible improvements in methods of financing such as may contribute to more efficient marketing or otherwise augment economic well being of broiler producers.  
Agr. Econ. & Rur. Sociol. 357 (SM-15) Coop. FCS
- N. H.        Impact of Alternative Methods of Marketing Poultry Products on Resource Requirements. To determine (1) effect of various arrangements for procurement, handling, and plant processing and sanitation upon marketing costs; (2) effect of various distribution methods and systems upon marketing costs; (3) impact of integration on marketing costs, location of decision making, and payments to factors in poultry meat industry; and (4) to develop, from data obtained, ideal marketing systems for New England poultry and compare these with present systems as to costs and efficiency in resource use.  
Agr. Econ. 127 (NEM-21) Coop. AMS
- N. J.        An Economic Analysis of Marketing New Jersey Poultry Products with Emphasis on the Development of New Outlets and Increased Efficiency. To (1) appraise opportunities for developing or expanding profitable outlets for poultry products with emphasis on direct sales from producer to consumer; and (2) determine methods of marketing live poultry in State and indicate opportunities for increased efficiency.  
Agr. Econ. 45



- Pa.        The Effect of Marketing Changes Upon Marketing Costs, and Sales of Poultry Meat with Special Emphasis on Stewing Chickens. To (1) analyze the relation of various systems for procurement, handling, plant processing, and distribution of poultry to marketing costs and ability of producer and processor to market their product; and (2) devise from the above data and previous research a probable least cost system for procurement, handling, processing, and distribution of poultry meat in light of apparent demand for products and compare expected costs with those of current systems.  
Agr. Econ. & Rur. Sociol. 1326 (NEM-21)
- R. I.      Costs Associated with Recent Technological and Organizational Changes in Marketing Poultry Meat Products. Measure effect on marketing costs of methods and procedures of providing consumer services in marketing of poultry meat products.  
Agr. Econ., Poul. Husb. M-109 Coop. AMS
- R. I.      Factors Determining Costs of Alternative Techniques of Processing and Distributing Poultry Meat in Rhode Island. To (1) study different marketing systems in the State and compare their costs; and (2) develop systems of reducing costs of given marketing services.  
Agr. Econ., Poul. Husb. M-112 (NEM-21) Coop. AMS
- Tex.      An Analysis of Processing Methods and a Comparison of Operational Efficiencies in Selected Texas Poultry Plants. To determine (1) relative number of broilers or turkeys processed per man-hour in processing plants; (2) factors within operations of plants responsible for differences in productivity per man-hour; and (3) influence of handling practices and plant operations on quality of carcasses sold to consumer.  
Poul. Sci., Agr. Econ. & Sociol. ES 260-1 Coop. AMS
- W. Va.    Effects of Market Innovations on Costs of and Returns for Poultry. To determine (1) demand for, and sales of, piece chicken relative to whole chicken and the effect of different styles of cutting pieces; (2) if roasters could be sold economically in West Virginia supermarkets; (3) effects of various merchandising alternatives on costs and sales of poultry (emphasis on fryers); and (4) local trends toward integration in broiler industry with a view of testing and helping to direct same.  
Agr. Econ. 115 (NEM-21)

Transportation, Storage,  
and Interregional Competition

Iowa

Transportation Methods and Costs Involved in the Intra- and Interregional Movement of Both Poultry Products and Feeds and Factors Affecting Their Costs. To (1) compile data from records of poultry feed processing plants serving Georgia, Alabama, and Arkansas in order to compare methods and costs of moving feed or feed ingredients from Iowa; (2) analyze traffic flow patterns by rail, barge, and truck of poultry feed and feed ingredients from Iowa into major grain markets, and thence to feed grain processing plants in major poultry producing areas; and (3) determine methods and cost of transporting dressed poultry from producing areas to Iowa markets.

Agr. Econ. & Rur. Sociol. 1254 (NCM-14) Coop. USDA, FCS

N. C.

Appraisal of the Competitive Position of Poultry and Poultry Products Produced in the South. To (1) determine seasonal patterns of prices of eggs and poultry meat in selected major urban centers of the midwestern, eastern and southern markets, and use the information to determine whether there are significant differences in seasonal price variation among markets, which determination will be useful in guiding marketing decisions; (2) identify present geographic areas that supply eggs and poultry meat to markets selected above in order to determine supply conditions in areas competing for the selected markets; (3) determine costs of transporting eggs and poultry meat from present and potentially competing geographic areas of supply to selected markets, necessitating estimation of functional relations of losses in quality and volume of eggs and poultry meat to (a) distance from producer to market and (b) time in market channels; (4) ascertain wholesale and retail prices of poultry feed and chicks and prices of labor and other resources used in production of eggs and poultry meat in competing areas of supply; and (5) estimate effects of changes in prices of eggs and poultry meat in relation to prices of feed, labor, etc., upon supply of eggs and poultry meat in areas competing to supply particular markets.

Agr. Econ., Poul. Sci. HM-5 (SM-15) Coop. AMS

Ohio

Economic Appraisal of the Effect of Transportation of Poultry Products and Poultry Feeds on the Poultry Industry. To determine (1) transportation methods and costs in intra- and interstate marketing of poultry products and feeds, and factors affecting these costs; (2) effect of transportation on prepackaging of eggs in one-dozen cartons at country points including breakage, quality deterioration and costs; and (3) effect of transportation costs on shifts in poultry production in Ohio.

Poul Sci. 104 (NCM-14)



Government Programs

Mo.        Measuring the Impact of Poultry and Poultry Products Price and Income Policy Upon Producers, Market Agencies and Consumers. To (1) study and evaluate objectives of State and Federal programs of price support for various poultry and poultry products; (2) examine methods of price support or other measures used to modify poultry prices; (3) evaluate net price and income effects of these programs for administrative costs of such programs; (4) evaluate effects of Federal programs in feed, grains, and other commodities on poultry industry; (5) examine interregional impact of Federal and State programs in terms of geographical patterns and structure of production, quality of supplies, structure and types of markets and prices, and effect of various health and inspection programs of State and Federal Governments; (6) describe short-run and estimate long-run effects of programs affecting poultry industry in order to appraise alternative policies; and (7) estimate nature of interrelation of programs in feed, grains, and other commodities with programs directly affecting poultry industry.

Agr. Econ. 339 (NCM-11) (See also NCM-11, Measuring and Appraising the Impact of Agricultural Price and Income Policy Upon Producers, Marketing Agencies, and Consumers, in Part 2, Section a.)

Pa.        Effects of Price Supports on Prices and Production of Poultry Products in the United States with Special Emphasis on the Northeast Region. To (1) construct a model or models of poultry and egg industry which (a) will establish a complete system of relationships, (b) recognize interdependence between sectors of our economy, and (c) tie these many economic variables together--special emphasis will be given to specifications of equations and variables which appear to condition fluctuation in demand for and supply of eggs and poultry meat; (2) quantitatively assess responses of supply and demand to variables specified under (1) for the U. S., the Northeast, and other geographical regions; (3) appraise effects of governmental price policies, using information obtained under (1) and (2), on prices, income, and resource use in production and use of poultry products, in Northeast and other geographic regions, and in U. S. as a whole; and (4) qualitatively appraise agricultural price policy including (a) description of methods used in price support, (b) price effects of timing of announcement and implementation of price supports, (c) ability of market operators to comply with procedures of purchase, and (d) incidence of price support benefits relative to differences in relative shifts in supply schedules among regions.

Agr. Econ. & Rur. Sociol. 1174

## REGIONAL PROJECTS

NCM-14

Economic Appraisal of the Transportation, the Grade-Price Quotation Relationships and the Processing of Poultry Products in the North Central States.

Subproject 1: Transportation (first priority). To determine (1) the transportation methods and costs involved in the intra- and interregional marketing of both poultry products and feeds; and (2) factors affecting these costs.

Subproject 2: An Appraisal of the Use, Adequacy and Reliability of Terminal Market Quotations as They Reflect Actual Grades and Prices Paid for Poultry Products in the Region. To determine (1) the extent to which price-grade quotations for poultry products in the terminal market reflect the actual prices paid in the terminal markets, the prices paid producers, and the prices at the retail level; (2) the use and adequacy of terminal market quotations; and (3) buying practices and services rendered by marketing agencies as they relate to pricing poultry products.

Subproject 3: Marketing Liquid and Frozen Eggs and Egg Solids (third priority). To determine (1) the economic importance of commercial egg-breaking operations for liquid and frozen eggs and egg solids; (2) the significance of these egg-breaking operations to the general level and seasonality of egg prices received by producers; (3) the influence of these operations upon the production and marketing of high quality eggs; and (4) the factors which influence the processor to market either shell eggs or divert them into alternative processed forms (i.e., liquid eggs, frozen eggs, or egg solids).

Coop. AMS, FCS

Ill. II-E, Iowa I-H, Kans. II-G, Mo. II-C, Nebr. II-C,  
Ohio I-H, S. Dak. I-A, Wis. II-G

NEM-21

The Effect of Marketing Changes Upon Marketing Costs and Upon Demand and Consumption of Poultry Meat. To (1) assess quantitatively consumer reaction to various product characteristics and methods of merchandising poultry meat, including market classes and forms, types of outlets, methods of packaging and promotional activities, and quality; (2) determine quantitatively factors affecting demand and estimate the price and income elasticities of demand for chicken meat; (3) discover the marketing costs associated with differences in size of firm and in various systems and methods of assembly, distribution, and plant processing and sanitation; and (4) develop from data obtained in the above objectives, marketing systems which recognize the forces which may contribute to changes in the industry and specify the costs thereof.

Coop. AMS, FCS

Storrs (Conn.) I-B, Del. I-C, Maine I-C, Md. I-C,  
Mass. I-A, N. H. I-G, Pa. I-G, R. I. I-G, W. Va. I-G

SM-15

An Economic Appraisal of the Competitive Position of the South in Marketing Eggs and Broilers. To (1) estimate and evaluate the marketing potentials for the development of an efficient commercial table egg industry in the South; (2) estimate and evaluate the marketing potentials for an expanding commercial broiler industry in the South; and (3) complete and publish the results of all research under regional project SM-15, Expanding the Markets for Poultry and Poultry Products, prior to its revision.

Coop. AMS

Ala. I-C, Ark. I-G, Ga. I-A, La. I-A, Miss. II-A and II-G,  
N. C. I-H, P. R. I-C, S. C. I-C and I-F, Tenn. I-C,  
Tex. I-C, Va. I-C



EGGS

Market Structure and Functional Operation

- Md.        A Study of Egg Marketing in Maryland. To (1) analyze trends in egg production and reasons for these trends; (2) determine feasibility of expanding cooperative marketing of eggs in Maryland; and (3) determine opportunity for egg marketing firms obtaining more locally-produced eggs in the future.  
Agr. Econ. & Mktg., Poul. A-26-at
- Miss.      Impacts of New and Potential Developments in Commercial Egg Production in Mississippi on Seasonality of Supplies, Quality Characteristics, Marketing Practices and Total Market Supplies. To (1) discover effects of new productive developments on (a) commercial egg supplies and local concentration of supplies, (b) seasonality of egg supplies, and (c) quality maintenance and improvement (other than those characteristics needing candling and breaking out of eggs to determine); and (2) analyze effects of new developments to the industry as to supplies and impacts on market outlets and prices.  
Agr. Econ. HA-12 (SM-15)
- Mont.      Organization and Operation of the Montana Egg Marketing System. To (1) describe organization and operation of egg marketing system in Montana; (2) learn to what extent consumer preferences through prices are reflected to producer by marketing system; (3) determine how production characteristics relate to actual and possible changes in marketing; (4) determine location of production areas in relation to consumption centers; (5) determine effect of marketing practices on egg quality; (6) describe extent of interstate and intrastate cross-hauling; and (7) acquire information on egg marketing for future research and recommendations.  
Poul. Indus. MS 999 Coop. AMS
- Utah        Marketing Poultry and Poultry Products in Utah. To determine (1) market organization and channels of distribution for eggs in Utah including major handlers, their sources of supply and outlets; (2) margins and time lags in getting eggs from producers to consumers; (3) part of prices, marketing firms and institutional factors in allocating eggs among alternative market outlets; (4) through controlled experiments in retail stores, effect of prices and merchandising practices on volume of sales and in allocating supplies among stores; and (5) consumer preferences, knowledge of quality, marketing practices and nature of demand for eggs.  
Agr. Econ. & Mktg. 295 (WM-18)

Market Prices—Supply, Demand,  
Consumption, and Other Market Forces

Pa.        Egg Pricing Methods and Their Effects Upon Market Returns to Producers and Buyers. To determine (1) ways in which farm egg prices are established in State and their relationship to central market prices; (2) relationships between prices received by buyers in State and central market agencies; (3) methods used by retailers in arriving at prices charged consumers; and (4) alternative pricing systems and appraise their effect on price fluctuations to producers.

Agr. Econ. & Rur. Sociol. 1291

S. Dak.    Bases of Country-Point Egg Pricing Policies and Practices and Their Relation to the Nature of Dealers' Operations. To (1) describe extent to which country egg buyers use terminal market facilities and price quotations; (2) learn influence of terminal market prices and grades on country-point pricing policies; (3) evaluate influence of other factors on country-point pricing policies; (4) appraise influence of country-point cartoning on egg pricing practices; and (5) determine relationship between various pricing policies and practices and nature of dealers' operations.

Agr. Econ., Poul. Husb. ES 416

Consumer Preference, Acceptance,  
and Merchandising

Ariz.        The Effect of Packaging on the Sale of Eggs. To (1) study sales promotion as affected by carton types: standard carton, standard carton with 40% of cover replaced by plastic, and transparent plastic container; (2) learn if consumer will pay a premium for eggs offered in plastic cartons; and (3) analyze consumer acceptance as affected by yolk color: light, medium, dark.

Poul. Sci. 421

- Colo.      Consumer Purchases and Buying Behavior for Eggs in Retail Groceries in Denver, Colorado. To (1) analyze producer and wholesaler market organization, relative to (a) operations of various agencies, (b) sources of supply, types of eggs handled, and outlets, and (c) allocation of egg supplies by prices and institutional factors; (2) analyze influences on consumer purchases of eggs (a) by price differentials for characteristics of eggs as size, quality, color, shell conditions, etc., and (b) by different merchandising practices such as method of display, size of consumer unit, quality description, advertising, promotions, grade labeling, consumer information, etc.; (3) analyze consumer buying behavior for eggs (a) by purchases per customer and frequency of purchase, (b) by type, size and identification (brand) of package, (c) by buying motives and use made of eggs, and (d) by size of family, income groups, and nationality; and (4) determine prospective balance of production-consumption (a) relative to changes in market organization, (b) relative to changes in consumer purchases, and (c) relative to indicated consumer buying behavior.  
Econ. & Sociol. 215 (WM-18)

- Ill.      Trade Practice and Egg Quality in Illinois. To (1) develop trade procedures to encourage marketing of Illinois eggs of the quality to meet requirements of best market outlets economically attainable under Illinois conditions; (2) measure results of buying eggs on grade; (3) measure extent of demand for premium quality eggs in Chicago market; and (4) study current outlets for eggs by seasons in different sections of Illinois and the quality aspects of each outlet. (1) is overall long-term project, and (2), (3), and (4) are immediate objectives.  
Agr. Econ. 05-361 Coop. AMS

- Ky.      The Development and Analysis of Improved Techniques for Marketing Eggs. To (1) appraise size, grade, color and other preferences of consumers for eggs; (2) evaluate buying habits in relation to handling, care and use of eggs purchased; and (3) determine nature and cause of egg losses in marketing, depreciation in egg quality, and places in marketing that contribute most to losses.  
Agr. Econ. 26



Mo.            The Economic Aspects of Egg Breaking and Drying in Missouri.

To determine (1) importance of egg processing plants as buyers of eggs from farmers, and their effect on farm prices; (2) methods and costs of procuring, processing, and merchandising by commercial plants; (3) significance of physical characteristics of eggs on procurement policies of firms; and (4) preferences for and acceptance by institutional and household consumers of dried egg solids.

Agr. Econ. 316 (NCM-114)

Mo.            Consumer Preferences for Egg Quality Criteria. To determine by sampling (1) what proportion of consumer population detects noticeable difference between two or more grades of eggs, (2) grade preferred by consumers, (3) economic significance of preferences, and (4) if consumers with preference can identify by visual inspection the grade preferred.

Agr. Econ. ES 422

Nebr.          Economic Aspects of the Commercial Egg-Breaking and Drying Industry of Nebraska.

To (1) examine impact of technological and institutional changes including legal institutions in production and use of egg products on aggregate position of the liquid, frozen, and dried egg industry; (2) analyze the interrelation between prices of shell eggs, frozen and dried egg products as a basis for appraising policies of firms relating to procurement, processing, storage, and merchandising; (3) describe methods and costs of procuring and processing various egg products by commercial egg breakers and dryers; (4) evaluate seasonal relation between such activities, i.e. farm egg prices and quality egg programs; and (5) appraise significance of physical characteristics of eggs as factors influencing processing costs, product characteristics and value, farm egg prices and buying basis.

Agr. Econ. 582 (NCM-114) Coop. AMS

N. Y.  
(Cornell)      Effect of Selected Egg Characteristics and Merchandising Practices on Egg Sales. To (1) determine effect of price differentials between selected characteristics of eggs and the effect of different merchandising practices; (2) evaluate consumers' knowledge of egg quality and their likes and dislikes relative to external and internal characteristics; and (3) measure impact of egg quality educational program relative to these factors.

Agr. Econ., Poul. Husb. 16-3 Coop. AMS

- Wash.      Consumer Purchases and Acceptance of Eggs Under Various Merchandising Practices. To (1) determine effect on volume of egg sales due to price differentials among selected characteristics of eggs such as quality, size, shell condition, color, and effect of different merchandising practices in retail stores; and (2) evaluate extent to which consumers are responsive to variations in qualities of eggs.  
Agr. Econ., Poul. Sci. 1200 (WM-18) Coop. AMS

#### Grades and Standards

- Ind.      Development of Improved Standards and Methods for Grading Market Eggs. To (1) develop criteria for realistically evaluating quality of eggs, on basis of consumer acceptance; and (2) develop methods for grading flocks for quality of eggs rather than grading individual eggs.  
Poul. Sci., Foods & Nutr., Agr. Econ. ES 481 Coop. FES

#### Market Information

- Ill.      An Appraisal of the Use, Adequacy, and Reliability of Terminal Market Quotations as They Reflect Actual Grades and Prices Paid for Poultry Products in Illinois. To determine (1) extent to which price-grade quotations in terminal markets reflect actual prices paid in terminal markets, prices paid producers and prices of poultry products at retail level; (2) use and adequacy of these terminal market quotations; and (3) buying practices and services rendered by marketing agencies as they relate to pricing eggs and poultry.  
Agr. Econ. 05-362 (NCM-14) Coop. AMS

#### Maintaining and Improving Quality-- Costs and Returns

- Colo.      Factors Influencing the Quality of Eggs Sold Through Colorado Markets. To determine (1) quality of eggs at time of purchase by wholesalers; (2) quality of eggs in retail stores; (3) methods of handling and storage in market channels on State markets; and (4) storage qualities of eggs entering market.  
Poul. Husb., Econ. & Sociol. 56

- N. J.      Improving the Marketing of New Jersey Eggs with Particular Emphasis on Pricing Methods and Egg Quality. To (1) analyze country-point egg pricing systems and learn their relationship to, or reliance on, central market pricing systems; and (2) learn if commercial outlets offer producers adequate financial incentive to market high quality eggs.  
Agr. Econ. 36 Coop. AMS

Costs, Margins, and Efficiency of Operation

- Kans.      Improving the Efficiency of Egg and Poultry Marketing in Kansas and Midwestern Areas. To analyze and study (1) effect of commercial egg-freezing and drying industry upon farm egg prices, egg quality programs, and egg marketing; (2) existing grade buying programs, and price spreads (by egg grades), in relation to quality improvement; (3) effect of economic and technological trends and developments, including legislation, upon production and marketing of poultry products; (4) various aspects of egg futures trading; (5) effect of physical factors upon efficiency of farm truck routes operated by firms; and (6) market situation affecting poultry and eggs as basis for price forecasting in these commodities.  
Econ. & Sociol. 422 (NCM-14) Coop. AMS
- La.      Systems of Marketing Table Eggs From Commercial-Type Flocks. To evaluate following four egg marketing systems, relative to net margins per dozen and total net returns to producers: (1) direct marketing by individual egg producers to consumers; (2) marketing by individual producers to an intermediary agency such as stores, cafes, and creameries; (3) marketing eggs by producers to channels comprising more than one intermediary, including egg dealers and wholesalers; and (4) marketing eggs by producers through cooperatives to selected outlets.  
Agr. Econ., Poul. Indus. 806

- Miss.      Marketing Practices and Processing Costs of Commercial Egg Handlers in Mississippi. To (1) ascertain cost of processing and marketing eggs as related to type and volume of handlers; (2) learn source of supply and distribution outlets of Mississippi egg handlers; and (3) evaluate changes in egg marketing by handlers which may have resulted from Mississippi egg grading law.  
Agr. Econ. HA-26, RRFA-26 (SM-15)



N. Y.            Retailing Eggs by Poultrymen. To (1) explore economic opportunities existing for poultrymen in retailing eggs; and  
(Cornell)        (2) develop procedures and practices for the efficient operation of a retail egg business.

Agr. Econ. 219

Ohio            Relation of the Volume of Poultry Products Sold to Marketing Costs. 1. Market Eggs. To investigate the relationship between weekly volume of eggs sold by individual producers and (a) the cost of assembling the product, (b) the cost of administration and office expense, and (c) the cost of general operations.

Poul. Sci. 150

Wis.            The Development and Analysis of Improving Methods, Techniques, and Practices in Marketing Eggs. To analyze forces which determine difference in prices of eggs at various points in marketing system, determine methods of marketing, and recommend methods for improvement.

Agr. Econ. 760 (NCM-114) Coop. AMS

#### REGIONAL PROJECTS

WM-18           Short-Time Adjustments to Changes in Supply-Demand Relationships for Eggs. (1) Wholesale Phase - To determine the part played by prices, marketing firms, and institutional factors in allocating egg supplies among major markets in the Western region. (2) Retail Phase - To determine the retail merchandising and pricing practices which will contribute to a more efficient adjustment to changes in supply-demand conditions for eggs in the Western region.

Colo. II-C, Utah II-A, Wash. II-C





LIST OF COMPILATIONS OF FEDERAL-GRANT RESEARCH PROJECTS  
AT STATE AGRICULTURAL EXPERIMENT STATIONS

| ARS-23-8: |                                    |  |
|-----------|------------------------------------|--|
| Part :    | Subject-Matter Area                | Title of Section   |
| Numbers : |                                    |  |
| 1         | Agricultural Chemistry             | Agricultural Chemistry   |
| 2         | Agricultural Economics             | a. Prices, Incomes, &<br>General Studies of Com-<br>modities & Industries<br>b. Farm Management<br>c. Land Economics<br>d. Farm Finance & Taxation   |
| 3         | Agricultural Engineering           | a. Land & Water Use & Develop-<br>ment<br>b. Power Machinery & Equipment<br>c. Farm Structures & Materials   |
| 4         | Animal Husbandry                   | a. Beef Cattle<br>b. Sheep & Goats<br>c. Swine   |
| 5         | Dairy Husbandry                    | Dairy Cattle   |
| 6         | Dairy Technology                   | Dairy Technology   |
| 7         | Entomology & Economic<br>Zoology   | a. Field Crop Insects<br>b. Fruit, Nut & Vegetable<br>Insects<br>c. Miscellaneous Insects &<br>Economic Zoology<br>d. Insecticides   |
| 8         | Field Crops                        | a. Cereal Crops<br>b. Oil, Fiber, Tobacco &<br>Sugar Crops   |
| 9         | Food Science & Technology          | a. Food Chemistry, Micro-<br>biology, Sanitation &<br>Public Health<br>b. Food Engineering, Processing,<br>Product and Process Develop-<br>ment, Utilization and Waste<br>Disposal<br>c. Food Quality & Standards,<br>Acceptance, Preference, &<br>Marketing |
| 10        | Forage Crops, Pastures<br>& Ranges | Forage Crops, Pastures<br>& Ranges   |
| 11        | Forestry                           | Forestry   |

| ARS-23-8: |                                   |  |
|-----------|-----------------------------------|--|
| Part :    | Subject-Matter Area               | Title of Section   |
| Numbers : |                                   |  |
| 12        | Fruits & Nuts                     | Fruits & Nuts  |
| 13        | Home Economics                    | a. Human Nutrition<br>b. Housing<br>c. Clothing & Textiles<br>d. Foods-Consumer Quality<br>& Utilization<br>e. Household Economics &<br>Management   |
| 14        | Economics of<br>Marketing         | a. Field Crops<br>b. Fruits & Vegetables<br>c. Livestock, Meats & Wool<br>d. Dairy Products<br>e. Poultry & Poultry Products<br>f. Forest Products & Ornamental<br>& Drug Plants<br>g. Cross-Commodity & Functional<br>Studies |
| 15        | Meteorology                       | Meteorology  |
| 16        | Ornamental & Drug Plants          | Ornamental & Drug Plants   |
| 17        | Plant Pathology<br>& Bacteriology | a. Plant Pathology, Botany, &<br>Diseases of Miscellaneous<br>Crops<br>b. Diseases of Field Crops<br>c. Diseases of Fruit Crops<br>d. Diseases of Vegetable Crops  |
| 18        | Plant Physiology<br>& Nutrition   | Plant Physiology & Nutrition   |
| 19        | Poultry Industry                  | Poultry Industry   |
| 20        | Rural Sociology                   | Rural Life Studies   |
| 21        | Soils                             | a. Soil Chemistry & Microbiology<br>b. Soil Fertility, Management &<br>Soil-Plant Relationships<br>c. Soil Physical Properties,<br>Conservation & Classification   |
| 22        | Vegetables                        | a. Vegetable Crops<br>b. Potatoes  |
| 23        | Veterinary Science                | Veterinary Science   |
| 24        | Weeds                             | Weed Control   |



MEN

$$\begin{array}{r} 13577 \\ 7500 \\ \hline \$60.77 \end{array}$$